

Herbfest Organizing Committee Record of Discussion
Tuesday, March 7, 2023
Location: Zoom

Present:

- Janyne Fraser-Recreation Programmer, M/B Township
- Warren Hik
- Kathy MacKenzie
- Jim Austin-Waba Cottage Museum Curator, M/B Township

Regrets:

- Andrea Lamontagne-Parks and Rec Director, M/B Township

Call to order/Welcome/Attendees

- Our meeting was called to order at 5:30 pm.

Adoption of previous Herbfest Committee Meeting minutes

- The minutes of the Herbfest Committee Meeting dated January 17, 2023 be adopted as submitted and circulated.
Moved by Kathy MacKenzie, seconded by Jim Austin.

Website

- Taylor has contacted Michael (who owns three domains) weekly to try and get an invoice for the Township to take ownership of the domains. Her last contact was today, Tuesday, March 7th.
 - Janyne will call Michael tomorrow by phone for the invoice.
- Can we go ahead and put information on our website under Herbfest and begin directing people to new site instead of midsummerherbfest.ca. Once we own the other 3 domains, we will simply create redirects.
Moved by Kathy MacKenzie, seconded by Warren Hik.

Vendors:

- Council approved the below request during the Regular Council Meeting on January 17, 2023:
 - The vendor fee currently is \$70, this affords one 10x10' space allocation. Based on vendor booths at Herbfest 2022, the Recreation Department suggests offering alternate size options of 20x20' at \$100 and 40x40' at \$130. This would provide support when vendors question why some booths are permitted to have more space for the same price. The \$120 vendor fee for a food vendor (food truck) would not be affected.
- We have 14 vendors confirmed, with 9 fully paid.
 - 2 of the vendors are food (Rump Roasters and Mackie's Grill)

- Kathy reached out to someone who sells charcuterie boards; sent Taylor ice cream guy; lemonade guy cannot attend due to another commitment; Brooker's Cider is wanting to attend, but Kathy wanted to check that they can because they sell alcohol.
- Janyne will investigate if Brooker's Cider wants to sell unopened alcohol that it is okay for them to be in the regular vendor area. If they want to sell alcohol to open and enjoy the day of, as well as give samples, that they would need to be in roped off beer tent area. Janyne will contact AGCO.
- Yesterday Kathy received a basket of information from Herbfest 2016/2017/2018 with vendor information. Kathy will begin going through the information to compile a list of new vendors to contact.
 - Jim also noted that promotional information is on a hard drive that he will look for. Information includes radio stations, newspapers, magazines, websites, tourist associations, calendars. These are areas we can reach out to promote Herbfest.

Entertainment

- Janyne asked if Jim had heard any more about bag pipes by Will Cooper?
 - Jim said he is going to cadet camp, so will not be available.
 - Renfrew Pipe Band did Sunday concerts in different localities. Jim will check it out. \$150 budget for pipe band.
- Janyne reached out to Mike Delorme who does booking for Richmond Ramblers and Kyle Felhaver Band. Waiting to hear back.
Update: Since meeting Janyne has heard back that Kyle Felhaver Band would do a 2-hour performance from 2-4 pm for a total of \$400.
- Spencer Scharf is booked from 1-2 pm.
- Janyne will begin contacting interactive entertainment, and asked if anyone had any input. Nil.
- Kathy will contact auxiliary police to set up a booth.
- Jim will contact RCMP in Ottawa.
- Janyne would like to add to the "Kids' Corner" area. Jim would like to see a delegated person on this area. Advertise when looking for committee members. Jim suggests giving them a budget, and activities that we would like them to run.
 - Janyne said she also has a good group of high school student volunteers that will help in the Kids' Corner.

Sponsors

- Janyne had a meeting with Jennifer Gardiner from Ontario Power Generation. A request has been made for sponsorship again this year.
- Andrea has confirmed at least one pontoon boat with White Lake Marina and is awaiting a response for a second boat or a larger boat that would fit more people.

Committee Members

- Post going out on social media and website advertising that we are looking for new committee members.
- Teresa emailed after the last meeting to say she will need to step down off the committee this year. Andrea said she will reach out to Teresa to go over the parking at the event.

Other News

- Changing name to Herbfest from MidSummer Herbfest. Do we capitalize H and F, like HerbFest. This should be consistent when advertising.
 - Jim would like to note that if we capitalize all letters that it removes the question of what should be capitalized or not.
 - Janyne will make 3 different names and send to committee to vote on (Herbfest, HerbFest, HERBFEST).
- Alcohol vendors selling open alcohol must be inside beer tent area. Jim would like us to use hemp rope from basement in the museum to rope of the beer tent area.
- Warren asked if we had access to whisky barrels, or wagon wheels to put in the beer tent area. Janyne said she was unsure where to obtain these.
- Jim would like to advertise with committee meeting invite that we are looking for a stager. Kathy would like to see that person “observe” this year, and then take notes for next year so they know where the plugs are, and water, and all the ins and outs of the grounds at Waba.
- We need drivers for the boats. Kathy will ask Paul again. Janyne said John may be able to do a few runs as well. Jim will reach out to David Overholt of White Lake Properties Association to see if he can drive boat.
- Jim will email JP Thonney about displays and presentation in Alexander Staye Building.
- Janyne can do some research regarding Ginger vendors or ginger beer for beer gardens.
- Raffle basket in the Township Tent (information booth). Janyne will contact local businesses for donations of goods and gift certificates to giveaway.
- Kathy notes that a budget should be made for characters (like Disney superheroes for example).
- Fire department: Janyne will contact to see if they can be present.

Next meeting/Adjournment

- The next meeting is **Wednesday, April 12 at 5:30 pm.**
- The meeting adjourned at 6:27 pm.